MOTOROLA SOLUTIONS

TC55
PARTNER BRIEF

EXECUTIVE SUMMARY

To get the job done, today's workers need access to business-critical applications out in the field. To do so, they want a mobile business device that is every bit as small, sleek and as easy to use as their own personal smartphones. Today's enterprises are aware of worker expectations, as well as the low price point of consumer smartphones — at first glance, consumer smartphones appear to meet worker expectations at a cost that is much lower than their enterprise rugged counterparts. But in reality, today's smartphones fall far short of the durability and feature set required in the enterprise. Not only do consumer devices actually cost more in the long run, they fall short of the key features required to truly maximize worker efficiency.

Introducing the TC55 — the pocket-sized all touch computer that has it all. It may look like part of today's consumer smartphone family, but the similarities stop there. The TC55 is a personal touch computer, built for business. While it offers the same smartphone ergonomics and good looks that workers want, it also offers the durability your customers require to achieve an enterprise-worthy total cost of ownership (TCO). The Android operating system enables the creation of the same graphic-based highly intuitive applications the workforce is using on their consumer smartphones, while Extensions (Mx) from Motorola Solutions — a set of operating system "add-ons" — turns the standard consumer operating system (OS) into a real enterprise grade OS, with the security and manageability that enterprises require.

In addition, advanced technologies take ease of use in the field to the next level. Industrial-class features — including bar code scanning — provide the advanced data capture required to maximize business process efficiency — the same features that have made Motorola a leader in enterprise-class mobility. And when it comes to voice, the TC55 advanced noise-cancelling technology, plus a speaker that is four times the audio loudness of many of today's most popular consumer smartphones, ensures that workers and their callers hear every word on every call — even in noisy business environments.

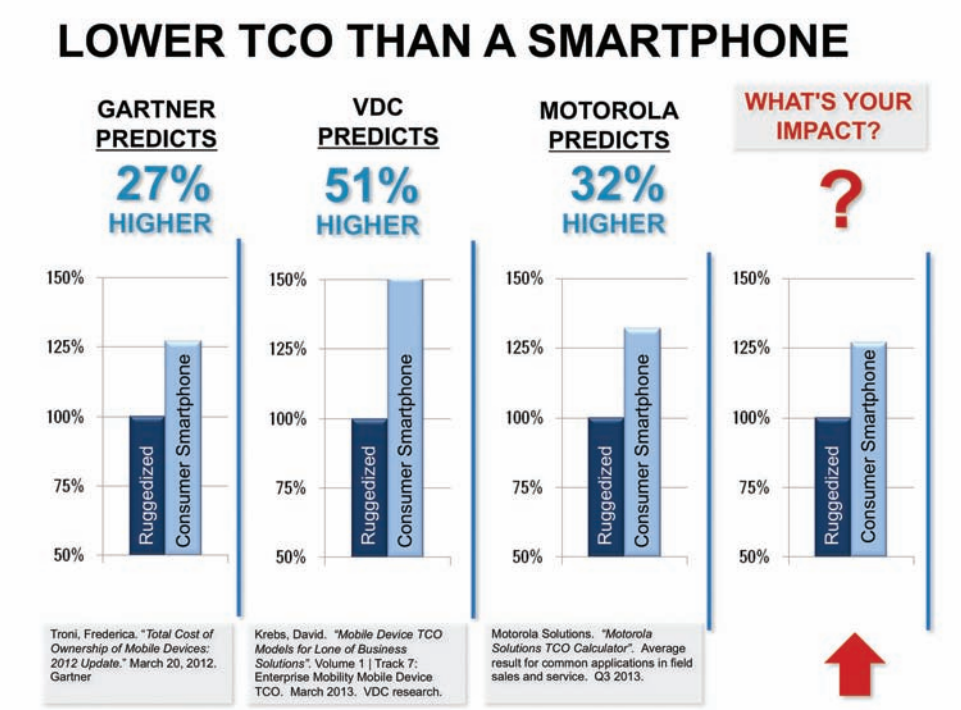
THE TC55. THE PERSONAL TOUCH COMPUTER BUILT FOR BUSINESS.

LOWER TCO THAN A CONSUMER SMARTPHONE

Since the purchase price of a consumer smartphone is substantially lower than the TC55, consumer smartphones may seem like a viable solution for your customers. In reality, the savings ends the moment the consumer smartphone is purchased. Lack of durability translates into frequent device repairs and the need to replace the device more often than the enterprise class TC55. Device downtime translates into costly worker downtime and IT support costs. And lack of integrated enterprise data capture features such as bar code scanning can reduce worker productivity and add cost in the form of accessories that are required to obtain needed functionality — such as bar code sleds.

The chart below reveals the startling net results:

- An Apple iPhone 4S with a scanning sled will typically cost an enterprise **36 percent more** than the TC55 over four years. (Calculations do not include carrier subsidy or support plan.)
- An S4 Active with a boot will typically cost an enterprise **28 percent more** than the TC55 over four years. (Calculations include a service plan and purchase of replacement device after two years, due to life expectancy of consumer-style devices.)


LOWER TCO THAN A SMARTPHONE
GARTNER PREDICTS
27% HIGHER
VDC PREDICTS
51% HIGHER
MOTOROLA PREDICTS
32% HIGHER
WHAT'S YOUR IMPACT?
?
150%
125%
100%
75%
50%
Ruggedized
Consumer Smartphone
Troni, Frederica. "Total Cost of Ownership of Mobile Devices: 2012 Update." March 20, 2012. Gartner
Krebs, David. "Mobile Device TCO Models for Lone of Business Solutions". Volume 1 | Track 7: Enterprise Mobility Mobile Device TCO. March 2013. VDC research.
Motorola Solutions. "Motorola Solutions TCO Calculator". Average result for common applications in field sales and service. Q3 2013.

Note that the statistics in the above chart above were calculated by Motorola Solutions using VDC Research mobile device TCO algorithms.

1 Mobile Device TCO Models for Line of Business Solutions; Volume 1/Track 7: Enterprise Mobility Mobile Device TCO; David Krebs; February 2013 (Pages 5/26/36)

HOW TO SELL AGAINST CONSUMER GRADE SMARTPHONES

If your customers are considering deploying consumer smartphones, be sure to share the numbers published by the world-renowned mobile analyst group VDC research that prove **that over five years, enterprises will spend 50 percent less to purchase and support rugged smartphones vs. consumer smartphones**.

Factors include:

- Consumer smartphones fail 20 percent of the time
- Consumer smartphones do not have enough power to last a full shift 20 percent of time
- The device must be replaced more frequently due to lack of durability
- The cost of downtime when a device breaks
- Faster device churn often translates into the need for new accessories for new models
- Incremental costs to add accessories to obtain business critical features, such as industrial bar code scanning

(Motorola has developed a TCO tool to enable the creation of a customized TCO analysis for specific customer requirements and profiles, with an expected availability for sales teams in November 2013.)

Some customers may believe that a consumer device is "good enough" to use in the enterprise. However, as the following table will illustrate, consumer solutions are not yet good enough for enterprise verticals. Even though the initial acquisition cost is lower, further scrutiny demonstrates productivity loss, IT challenges, and higher TCO is realized with the use of consumer devices.

Additionally, while consumerization poses a potential threat to our business, it also poses a potential market opportunity. Enterprise customers have additional requirements for mobile computing devices that are not met by consumer devices. The TC55 offers all the positive elements of a consumer smartphone (sleek look, ease of use, etc.), while addressing the specific needs of the enterprise.

The following table shows how the TC55 stacks up against popular smartphones in the enterprise:

THE VALUE OF AN ENTERPRISE-CLASS DEVICE		
TC55	**CONSUMER SMARTPHONE**	**WHY IT MATTERS**
Enterprise durability IP67 sealing, 4 ft./1.2 m drop rating, tumble spec and hardened Corning® Gorilla® glass display	Fragile, particularly the display	Consumer devices are three times more likely to fail in the first year.[2] The average first year failure rate for rugged devices is 7 percent, compared with the 23 percent for consumer devices – and consumer device failure rates in excess of 50 percent are not uncommon. The cause of 77 percent of those failures is a dropped device, which results most commonly in a cracked display. The TC55 can handle the drops, spills and rainy days that are common in every day business use; this increased durability keeps the TC55 in the hands of users, with lower repair costs. The Gorilla glass used in the TC55 is thicker than displays found in most consumer smartphones enhancing the durability of one of the most vulnerable elements of a consumer smartphone.
Intensive, industrial quality scanning support Integrated linear scanner for 1D scanning; Bluetooth ring-style accessory for 1D/2D scanning	Typically offers scanning via the camera — inferior performance can be frustrating for users even in light scanning applications	The TC55's high power scanning keeps workers productive in any scanning environment. The optional integrated 1D linear scanner and Bluetooth ring-style imager are ideal for intensive, all day scanning applications. However, even when users require just light or occasional scanning, the TC55 outperforms its consumer grade counterparts. Its 8 MP camera is specially tuned to scan 1D and 2D bar codes, greatly improving the bar code scanning experience through a camera. All TC55 scanning solutions include Motorola's special software algorithms that enable scanning of poorly printed, damaged and scratched codes. Where consumer devices returned an erroneous bar code read as much as 10 percent of the time, the Motorola scan engine mis-decode rate was negligible.
Native integrated scanning	After-market sled attachment: To add "enterprise" scanning to a consumer device, customers will need to add a sled to the device	Sleds can impact mobile device ergonomics and economics — sleds often cost two to three times that of the consumer mobile device, making total acquisition cost on par with the typical enterprise class device. Our own internal testing on one of the most-used third party sleds revealed a lack of durability and sealing, which will increase the failure rate, likely translating into the purchase of multiple sleds over the course of the lifespan of a mobile device.

2 5. Mobile Device TCO Models for Line of Business Solutions; Volume 1/Track 7: Enterprise Mobility Mobile Device TCO; David Krebs; VDC Research Group, Inc.; 2012 (Slides 4, 18, 28 and 29)

THE VALUE OF AN ENTERPRISE-CLASS DEVICE (continued)

TC55	CONSUMER SMARTPHONE	WHY IT MATTERS
Rechargeable AND user replaceable battery	Rechargeable battery	The typical consumer device battery will not last a full shift, especially since the device will be in constant use during a shift. When the battery runs low, if the batteries are not removable, the entire device must be charged. The TC55 offers the longest battery life in its class. In addition, when the TC55 battery is low, end users can swap in a new battery in seconds; there's no need to take a device out of service to charge the battery this translates into better uptime and device utilization.
3 year lifecycle And 3 additional years of support	Maximum 1 year lifecycle	In the world of consumer mobile devices, one year is typically the maximum time a specific model is available, with no guarantees that the next model provides backwards compatibility for accessories and applications. As a result, when your customers need to add new workers or need to replace broken devices, they can end up with many different models to support, each with their own unique accessories — driving up capital and operational costs. With the TC55, businesses can buy the same device for 3 full years they don't have to juggle multiple models and versions.
Enterprise class high power Wi-Fi radios	Lower power radios; inferior roaming experience	Consumer class Wi-Fi radios lack the power and the features required to maintain connectivity and application performance for workers on the go. As a result, workers may need to stop what they are doing to re-connect to the network, and screens may refresh very slowly at times. By contrast, the TC55's enterprise-class Wi-Fi radio is purpose built to provide on-the-move workers with a constant high-quality connection. Enterprise-class power levels translate into stronger, more robust connections. While consumer smartphones typically don't roam to the next access point until coverage is no longer available, the TC55's radio can recognize that service is weaker and roam to the next access point at the optimal time to maintain service quality.
Multi-user log-on	Not designed for sharing	The TC55 is designed for device sharing; your customers can share a pool of devices across a number of workers meaning fewer overall devices to purchase and maintain. The multi-user log-on also provides user-specific access to applications and functions based on job, tasks or need.
Best-in-class audio Dual front-facing speakers, dual microphones and precision noise-cancelling technology	Weaker audio levels	The TC55 delivers four times the loudness as popular smartphones from Apple and Samsung. Workers can hear every word on every call, no matter how noisy the environment.
Expandability User-accessible 32 GB Micro SDHC port and USB 2.0 port	Typically not expandable	Offers additional memory to support more demanding applications; greater flexibility when it comes to moving files and data.
Enterprise-grade security	Consumer-grade security	Enterprise class devices like the TC55 are designed to provide the required levels of security, where the typical consumer class device falls short. In fact, more than half of the companies surveyed reported a security breach as a result of the use of a consumer device in the business.[3] Motorola Solutions has developed Mx, which adds numerous security features to Android, allowing organizations to leverage the desirable Android platform and still meet regulatory security requirements.
Enterprise-focused accessories	Accessories are typically designed for a single user	The TC55 offers purpose built accessories that simplify and reduce the cost of backroom management. For example, consumer class devices generally require one charger per device, and each charger requires its own outlet. By contrast, the TC55 offers five-slot chargers that allow customers to use one outlet to charge five devices or batteries simultaneously.
Enterprise support Two years of Motorola's industry leading Service from the Start support program included with every TC55	Enterprise-class support programs not available	Every TC55 comes with Service from the Start — a class of service many levels above the typical warranty coverage on any competitive device — enterprise or consumer. This program covers normal wear and tear, technical support and software updates, and provides a guaranteed three-day turnaround on the repair of any product defect, providing your customers with the peace of mind that their TC55 devices are covered from the moment of purchase — without any additional costs.
Application development Motorola RhoMobile Suite cross-platform application development solution	Android or other OS means yet another application version to develop and maintain	Customers can easily develop rich applications capable of running on multiple Motorola mobile computers based on Android, Windows Mobile or Windows CE; there's only one application version to develop and maintain.

3 Avanade survey of 600+ IT decision makers, 2011

PRODUCT POSITIONING WITHIN MOTOROLA'S FIELD MOBILITY PORTFOLIO

The TC55 is a market expansion product offering intended to increase presence for Motorola's enterprise class mobile computing portfolio in new market segments and expand revenue opportunities. As a market expansion product, the TC55 is positioned in the market in a similar manner as the ES400 today and will continue to carve out a segment within the company's mobile computing portfolio: an enterprise WAN device for mobile workers in customer facing roles such as field sales and field service, who can improve their own productivity as well as the level of service they can provide to customers with mobile access to key line of business applications as well as voice.

Along with driving expansion into new market segments, the TC55 will play an important role in protecting the traditional mobile computing business. The development of the TC55 is a direct response to the consumerization threat, and targets those enterprise customers who have opted (or are considering) utilizing consumer grade smartphones — even thought these consumer devices do not fully meet the needs of the enterprise.

The TC55 is NOT:

- Intended to be or positioned as a low cost alternative to Motorola traditional wireless WAN WWAN) mobile computing products, such as the MC45, MC55, MC65/67 and MC9500.
- A smartphone. The TC55 is an enterprise class device specifically designed to run Line of Business applications as well as other business productivity applications.

KEY SELLING POINTS

Following are the key features and specific differentiators that set the TC55 apart from its competitors and help deliver the most value for the money.

THE TOP FOUR KEY PRODUCT ADVANTAGES OF THE TC55

1. **A device that is every bit as small, appealing and as easy to use as a consumer smartphone with the durability and functionality of a Motorola mobile computer.** With the TC55, enterprises don't need to decide between looks and functionality. The touch computer provides the best of both worlds: an elegant, all touch device that may look like a consumer smartphone, but has all the durability, support and manageability of a Motorola mobile computer. And the advanced transflective capacitive touchscreen is brighter for easy viewing inside and outside, consumes significantly less energy and provides the flexibility to enter data with a finger or stylus, regardless of whether users are wearing gloves or the screen is wet.

2. **A complete suite of enterprise data capture features — everything workers need to improve productivity.** The TC55 feature set reaches far beyond today's typical smartphones. Best-in-class comprehensive data capabilities help automate and reduce cycle times. With the integrated 1D bar code scanner, optional 1D/2D ring-style Bluetooth scanner, 8 MP camera and Near Field Communications (NFC), workers can capture virtually any type of data at the press of a button — 1D/2D bar codes in practically any condition, documents, photos, signatures, videos and NFC-based information.

3. **True enterprise-class Android with Mx.** The standard off-the-shelf version of Android in most smartphones falls short of the feature set required in the enterprise. Motorola Extensions was created to eliminate that shortcoming by providing a layer of features that are missing in mobile devices that run standard Android: robust enterprise-class security and manageability, enterprise-class data capture features and business-class Wi-Fi connections that provide workers with a superior wireless experience

4. **The best audio in its class.** over 80years of voice leadership are leveraged in the TC55, which delivers unparalleled voice quality in this device class. The TC55 offers four times the loudness as popular smartphones from Apple and Samsung and precision noise cancelling technology — features that combine to provide outstanding clarity at both ends of a call, even in the noisiest of environments.

FEATURES	BENEFITS
BUSINESS TOUGH DURABILITY	
Enterprise rugged design • IP67 sealing • 4 ft./1.2 m drop to plywood • With boot: 4 ft./1.2 drop to concrete • 150 1.5 ft./0.5 m tumbles (300 drops) • With boot: 300 1.5 ft./0.5 m tumbles (600 drops)	Built for life out in the field, the TC55 gives your customers the durability that Motorola Solutions is famous for: • Offers long-lasting business durability built to survive drops, spills, rain and more • Gives your customers a device that looks and feels like a popular consumer smartphone without compromising on Motorola's reputation for field-proven, rugged construction • Dramatically reduces repair requirements and downtime for a strong return on asset (ROA) particularly when compared to a consumer grade device
Corning® Gorilla® Glass 2 display	Consumer smartphones are on the fragile side, especially when it comes to the display. But the TC55's display plus the camera and scanner exit windows are made of Corning Gorilla Glass 2, which is practically impervious to damage. The glass can flex with most everyday bumps and drops without shattering or scratching. And in the event the glass is scratched, the deep chemical strengthening makes most scratches virtually invisible.
Rugged charging cable	The rugged charging cable that comes with every TC55 provides high impact charging contacts that offer superior durability over typical microUSB connectors. This eliminates the typical damage and wear and tear on the microUSB port caused by constantly plugging and removing a charger.
ERGONOMICS	
Designed for comfort and grip	Motorola's Industrial Design (ID) team made a few key improvements over the typical smartphone design to improve comfort and provide a more secure grip: • Instead of a sleek curve on the sides, the TC55 offers maximum flat area on the sides, providing more gripping surface • The extended 1.5x battery typically disturbs the ergonomics of a consumer smartphone, transforming the design from sleek to bulky. But our ID team used the extended battery to design in extra comfort and an improved grip: the outer housing of the battery is textured and the additional depth was used to create a comfortable finger rest. • Where consumer phones becomes bulky and non-ergonomic with the 1.5x battery, our industry leading industrial design team used the battery to add extra comfort by designing in a finger rest and adding a texture to the outer casing for better grip
ENTERPRISE CLASS DATA CAPTURE	
Advanced 1D linear scanning technology	The TC55 can be configured with Motorola's new linear scan engine that takes 1D bar code scanning to the next level, making the TC55 ideal for scan intensive 1D applications. The high performance linear scanner is optimized to read 1D bar codes on both reflective (paper) and emissive (mobile phone and computer displays) surfaces. It captures all 1D codes (including high density 1D codes) faster and farther than typical 1D laser engines. 100 percent UPC bar codes can be captured from near contact to over 30 in./76.2 cm away, while 200% UPC codes can be scanned at 55 in./139.7 cm away.
Optional Bluetooth ring-style imager accessory	For applications requiring intensive 2D bar code scanning, the TC55 can be paired with Motorola's ring-style imager (RS507). This wearable accessory delivers stunning laser-like performance on both 1D and 2D bar codes, regardless of lighting; ensures accurate reading of even poorly printed and damaged bar codes the first time they are scanned; and offers the most rugged specifications available for ring scanners. With comprehensive support for 1D and 2D bar codes, the device enables enterprises to capture all the bar codes they need today — and tomorrow — including e-Pedigree mandates for Pharmaceutical track and trace.
8 MP rear camera	The integrated 8 MP color camera allows workers to capture practically any type of data to streamline business processes, including documents, photos and videos. The camera can also be used for occasional 1D and 2D scanning in those cases where customers do not need the integrated linear scan engine or ring-style imager.
Signature capture	Typical capacitive touch panels use a blunt-end bendable stylus that is not suitable for legible signature capture. But the TC55 stylus offers two features that enable the capture of highly legible signatures. The stylus is crafted from conductive plastic that is rigid instead of bendable, with a pointed 2 mm tip suitable for handwriting.
Integrated NFC (Near Field Communication)	Support for NFC provides future proofing — when your customers are ready to implement NFC applications, the TC55 is ready to go.

FEATURES	BENEFITS
CLASS-LEADING DISPLAY TECHNOLOGY	
High resolution Blanview® 4.3 in. WVGA display	The TC55's 4.3 high-resolution display is based on cutting edge Hyper Amorphous Silicon TFT (HAST) LCD technology. The HAST high-transmittance panel and unique optical design actually utilizes reflective outdoor light to deliver a better outdoor viewing experience. With 700 NITs, the screen is brighter and easier to read, both indoors and outdoors. And since the technology produces excellent display brightness with a lower-powered backlight, less energy is required to power the screen — preserving battery power and extending battery cycle times. Indoors, where the backlight is virtually always required, the Blanview display utilizes half the power of displays in transmissive mode and one fourth of the power of LCDs in transflective mode. (Source: Ortus Technology website: http://www.ortustech.co.jp/english/technology/)
Industry leading capacitive touch panel	The TC55's capacitive touch panel is based on Cypress Semiconductor's TrueTouch Gen4 technology that works when wet, with gloves and with a fine point stylus. This means that TC55 will work whether users are wearing gloves up to 5 mm thick or want to capture a customer signature with a fine point stylus out in the rain.
CLASS-LEADING VOICE TECHNOLOGY	
Two-front facing speakers; two microphones; cutting edge noise cancelling technology	The TC55 leverages Motorola's over 80 years of voice leadership to deliver unparalleled voice technology. The result is four times the loudness as popular smartphones from Apple and Samsung, plus crystal clear audio on both ends of the call — even in the noisiest environments.
CLASS-LEADING BATTERY TECHNOLOGY	
High performance removable battery	With the longest battery life in its class for both the standard and extended batteries, the TC55 delivers plenty of power for a full shift — even in wireless or usage intensive environments. With the extended battery options the TC55 battery life is: • 40% > Samsung S4 Active • 100% > Honeywell Dophin Black 70e (with large battery option • 200% > iPhone 5 Additional power strategy features: • The TC55 features a removable battery, with both standard and extended battery options. With a removable battery, users can easily swap batteries (should they run out of battery) without missing a beat. With other smartphones, like the iPhone, workflow must be interrupted when the device is being charged. • HAST LCD display technology is a super low power display, utilizing half the power of the standard LCD • An integrated ambient light sensor automatically adjusts the display backlight to maximize power efficiency
ENTERPRISE-CLASS ANDROID WITH EXTENSIONS (MX) FROM MOTOROLA SOLUTIONS	
Mx is a layer of features that turn standard Android into a true enterprise-class operating system. Feature categories are described below. Please see the Mx brochure for more details on the feature set.	
Mx Security	In addition to support for all the standard Wi-Fi security protocols, Mx provides additional features and services that are crucial to protecting your business data and network access. You get all the advantages of the Android you want — with the security your enterprise needs. Features include: • Device lockdown with an Enterprise Home Screen: Automatically boots the device into a specific application and does not allow the user to exit, effectively creating a single purpose device that protects productivity and prevents access to other business applications and data on the network. • Peripheral and feature lockdown: Allows enterprises to disable specific features, such as the USB port to eliminate the ability to copy company data to a USB stick. • Government grade granular encryption: Enables the encryption of specific files on the device drive and installed SD card. Selective encryption minimizes the impact encryption has on device performance. And since keys are managed centrally, the SD card can be moved to another device if needed. • Security updates: With standard Android, the enterprise must wait for the cellular carrier to test, certify and distribute a security patch — a process that typically results in the receipt of a security patch well after its availability. Motorola Solutions monitors all reported Android security issues and the availability of the patches. Critical patches are distributed to all enterprises that have purchased Motorola Solutions Android-based mobile computers immediately or in a maintenance release of Mx, depending upon the priority of the issue.

FEATURES	BENEFITS
ENTERPRISE-CLASS ANDROID WITH EXTENSIONS (MX) FROM MOTOROLA SOLUTIONS (continued)	
Mx Mobile Application Management (MAM)	With Mx, you completely control which applications can be installed, as well as the application update process. Features include: • Application lockdown with white-listing: Allows users to only download and launch approved applications. • Silent install: Standard Android allows users to refuse an app update. With Mx, apps can install silently — users are no longer notified that an update is about to occur and provide an to accept or decline the update, ensuring critical security patches and app updates are always executed in a timely fashion.
Mx Mobile Device Management (MDM)	With Mx, our Android-based mobile computers are always under your control. You can extend the features in your current MDM to our Android-based mobile computers, as well as align your device management strategy to the way your business operates — in shifts. Features include: • Device sharing/multi-user log-on: Mx ties device settings, applications and data access rights to user ID and password, allowing enterprises to easily control what each user can access. • MDM compatibility: Provides compatibility with existing MDM solutions, including Motorola's Mobility Services Platform (MSP), SOTI MobiControl and AirWatch. Allows IT to remotely stage, update, troubleshoot, lock, wipe and monitor Motorola's Android-based mobile devices in addition to other enterprise mobile devices, all from a single central location.
Mx Data Capture	With Mx, it's easy to take complete advantage of all of our enterprise-class data capture features, maximizing the value of your Motorola Solutions Android-based mobile computers. Features include: • DataWedge for scanning without programming: Native support for Motorola's DataWedge scanning utility gives Android enterprise class bar code scanning support right out of the box, no programming required. DataWedge enables the capture of bar codes from whatever technology is integrated into the mobile device — 1D laser, 1D linear imager, 2D imager, camera — as well as data from payment cards swiped through a payment card reader accessory. • Integrated support for Motorola Solutions decode algorithms: Provides easy capture of virtually any bar code, even if they are poorly printed, dirty or damaged. • Motorola Solutions DataCapture Software Development Kit (SDK): Our DataCapture SDK allows developers to easily integrate all the data capture features on the TC55 into native Android applications.
Mx Wireless	All Wi-Fi radios are not created equally. The consumer-grade radios in standard Android devices typically lack the features required to establish and maintain a robust wireless connection. In the enterprise, the resulting connectivity lapses can translate into dropped voice calls and the need to re-enter data, frustrating workers and reducing productivity. Mx Wireless addresses this issue with Fusion, an enterprise-grade Wi-Fi radio with a feature set that delivers wired-style quality of service in every inch of your managed WLAN network. The result? Your workers experience superior speed, throughput and dependability — even in managed heterogeneous WLAN network environments. Features include: • Fast and intelligent pre-emptive roaming: Ensures that the mobile computer roams to the next access point before signal degrades and impacts connectivity. Also intelligently selects the access point that will provide the best available signal. • Adaptive authentication: Users are pre-authenticated on all known access points, greatly improving the roaming experience. • Edge awareness: Ensures quality service in a typically challenging area in any wireless LAN — the literal edge of the network, the last access point. • Comprehensive Wi-Fi security support: Supports all the latest Wi-Fi security protocols to keep data safe. • Heterogeneous Wi-Fi support: All Mx Wireless features work, regardless of whether the WLAN is comprised only of Motorola Solutions access points, or includes access points from other manufacturers.
THE FASTEST WIRELESS CONNECTIONS	
WWAN: 4G LTE, HSPA+, EDGE/GPRS, GSM	Keeps workers connected out on the road with the fastest cellular connections available; maximizes field workforce productivity, response times and business process automation.
WLAN: 802.11a/b/g/n tri-mode radio	The TC55 supports the most robust Wi-Fi technologies possible, including dual band 802.11n (both 2.4 GHz and 5 GHz). This translates into faster connection speeds for HD streaming and other demanding applications. Wi-Fi enables cost-effective voice and data connectivity inside the four walls and in hot spots.
WPAN: Bluetooth® v4.0	Provides a wireless connection to printers, headsets, the ring style cordless imager and more; expands device versatility to meet your customer's business needs. Bluetooth v4.0 introduces Bluetooth low energy support, which significantly reduces the power usage of Bluetooth while maintaining comparable data speeds and ranges of operation.

FEATURES	BENEFITS
THE FASTEST WIRELESS CONNECTIONS (continued)	
Autonomous and Assisted GPS	Workers can count on dependable GPS access to real-time directions and geostamps that automatically capture information for applications. The TC55 expands the coverage area for GPS applications to give your customers access to location-based services in more areas; Enables a signal lock in challenging areas such as urban canyons and deep inside buildings where GPS is typically not available; Assisted GPS speeds up Time To First Fix (TTFF)
THE MOST FLEXIBLE ACCESSORY FAMILY IN ITS CLASS	
Enterprise accessories	Unlike consumer-style devices, all accessories are designed with the business user in mind. For example, a boot increases durability — and all charging solutions work with and without the boot. The rugged charging cable that comes with every TC55 provides high impact charging contacts that offer superior durability over typical microUSB connectors. And 5-slot charging cradles help reduce infrastructure costs and space requirements in the back room.
THE MOST FLEXIBLE INPUT OPTIONS IN ITS CLASS	
Bare finger, gloved finger, traditional pencil-style stylus — with dry or wet screen	Allows users to select whatever input method is most efficient for each application. All input methods work, even if the screen is wet — if it's raining outside, that never slows down the workforce.
Dedicated scan button	A dedicated scan button on the side of the TC55 delivers single button scanning simplicity, maximizing scanning speed and user productivity.
READY-TO-GO APPLICATIONS FOR RAPID DEPLOYMENT	
Over 45 ready-to-go applications for a wide variety of industries	A wide variety of Android business applications are available to help businesses in many vertical markets improve mobile workforce efficiency. And because Motorola has the broadest portfolio and application partner channels in the industry, the list will continue to grow and expand your sales opportunities. Refer to the Appendix for a sampling of available applications and http://mpe.motorolasolutions.com for a complete list of available applications.
ENTERPRISE LIFECYCLE AND SUPPORT	
Two years of Motorola's industry leading Service from the Start support program with every TC55	To substantially reduce maintenance costs and downtime, every TC55 comes with Service from the Start — a class of service many levels above the typical warranty coverage on any competitive device — enterprise or consumer. This program covers normal wear and tear and provides a guaranteed three-day turnaround on the repair of any product defect. It also provides technical software support and software downloads your customers need to help keep their device operating at peak performance levels. *(Note: this support program does not include Comprehensive Coverage. Comprehensive Coverage can be added to this service. See below for more information.)*
Additional Service options	Customers can also take the already included Service from the Start coverage a step further by upgrading to either Service from the Start Bronze with Comprehensive Coverage or Service from the Start with Advance Exchange Support. The Comprehensive Coverage option adds coverage for accidental breakage for both the TC55 and the select accessories that ship with the device. Advance Exchange includes Comprehensive Coverage, and adds next-business-day replacement of any device that requires repair, helping to ensure minimal device downtime.
Real enterprise "3+3" lifecycle	The TC55 provides the peace of mind that comes with an enterprise class product lifecycle. The device will be available for three full years from the date the product is available for sale, with support for three full years after the product is discontinued. As a result, the IT landscape in the enterprise is simplifies. Consumer models come and go, typically lasting only a year before they are replaced. The result is the deployment of many different models in the enterprise, translating into mobility complexity — the more models, the more time required for IT to train and provide support. With the TC55, IT can rest assured that the model they deploy today will be available for years to come — instead of months.
CUSTOMIZABLE	
Brandable	The boot can be customized with your company color and logo, allowing the TC55 to promote your brand and elevate your company image every day.
DEVELOPMENT TOOLS FOR FUTURE-PROOF OS-AGNOSTIC APPLICATIONS	
RhoMobile Suite	The TC55 supports the option to run applications built with RhoMobile Suite developer tools. Write, integrate and deploy a single app that can run across platforms — iOS, Android, Windows Mobile and operating systems of the future — it's always what's next. Now, you get true application simplicity, the ability to create one app that can run on the different types of devices in the enterprise, regardless of OS. Developers are freed from OS design constraints, able to create screens that maximize simplicity for users and process flow efficiency. The highly flexible development platform enables developers to take advantage of the real estate of the display to deliver the best user experience possible on that particular device — or deliver the same user experience on all devices for consistency.

THE MARKET OPPORTUNITY

Following is an assessment of the current enterprise smartphone market, as well as TC55 product positioning by market application, company size and more.

1.3 BILLION MOBILE WORKERS BY 2015

The mobile workforce continues to expand — both outside and inside the four walls. According to IDC, the world's mobile worker population will reach 1.3 billion by 2015 — representing 37.2 percent of the total workforce. Said Stacy Crook, senior research analyst for IDC's Mobile Enterprise Research program:

"Despite recent market turmoil, mobility continues to be a critical part of the global workforce and we expect to see healthy growth in the number of mobile workers. Our forecast shows that the worldwide mobile worker population will increase from just over 1 billion in 2010 to more than 1.3 billion by 2015."

TOTAL ADDRESSABLE MARKET: ENTERPRISE SMARTPHONES

Enterprise smartphone shipments are forecasted to continue to rise through 2014 at a Compound Annual Growth Rate (CAGR) in the double digits. This highlights the fact that the Enterprise Smartphone segment is one of the most robust and fasting growing segments in the Enterprise market. Pursuing new, high growth markets is a principle tenant of the Market Expansion team and the TC55 represents Motorola Solutions primary vehicle for addressing this fast growing segment.

Figure 1 shows the Served Available Market (SAM) for the enterprise smartphone category from 2009-2014 the opportunity across all verticals is projected to exceed $800M in 2014.

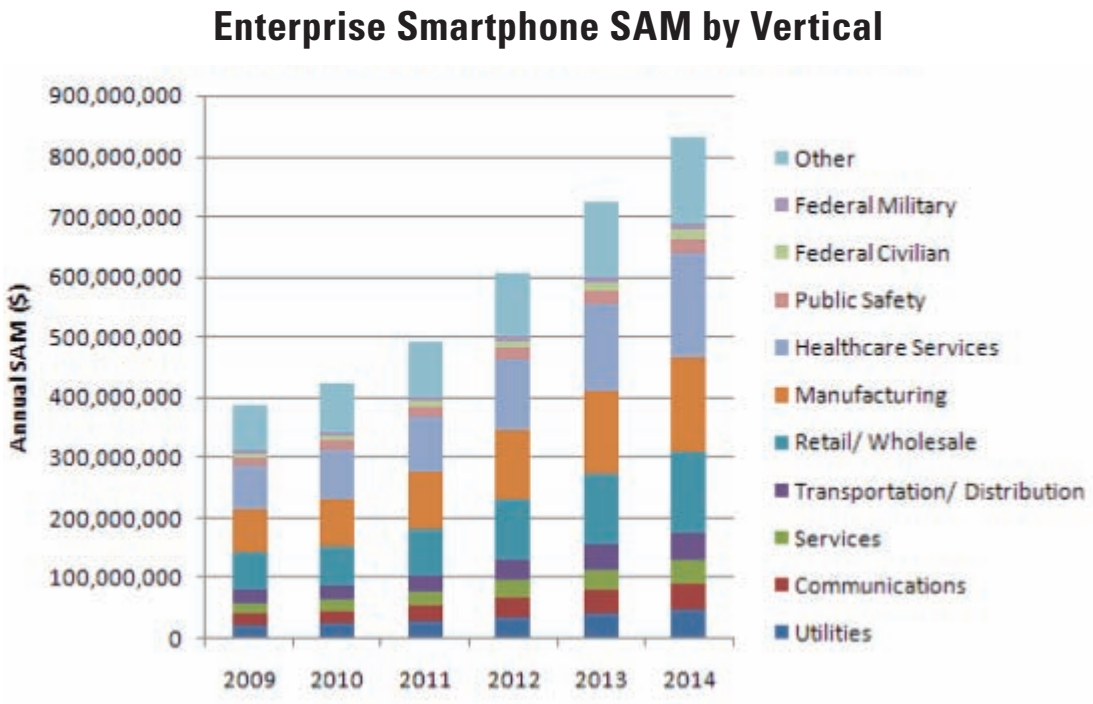


Figure 1
Source:
Motorola Solutions Business & Market Intelligence, VDC, (June 2013)

TARGET MARKET AND APPLICATIONS

INDUSTRY	APPLICATIONS
Field Sales Users: field sales, pre-sales teams	• CRM • Sales/order tracking • Order taking • Appointment scheduling • Location-based services
Field Service Users: field service personnel, technicians	• Service automation • Inventory management • Parts inventory management • Invoicing/signature capture • Task management • Order tracking • Location based services • Appointment scheduling
Postal/Logistics Users: delivery drivers	• Employee communications • Workflow management • Time and labor management • Navigation • Asset management • Proof of delivery
Small/medium business Users: managers, supervisors	• Employee communications • Work flow management • Time tracking • Inventory management • Order management • Proof of service • Payment processing

TARGET CUSTOMER: PROSPECT TITLES

Primary decision-makers for a TC55 sale include:

- Director of IT
- General Manager
- CIO
- COO
- Business Line VP or Director (for example: sales, customer service)
- RFP Project Manager/Purchasing Director

BUSINESS PROPOSITION

This section outlines the investment required to sell the TC55, the revenue opportunities associated with hardware and accessories, as well as the incremental revenue opportunities associated with software application development and enhanced services.

YOUR INVESTMENT

The investment required by Motorola business partners to sell the TC55 is summarized in the following chart:

DESCRIPTION	APPROXIMATE COST
Motorola Sales Tools	Available at no cost
Certification Costs	Not required
Demo Units	Available at discounted price

TARGET CUSTOMERS AND USER PROFILES

There are two primary customer profiles for the TC55:

	PROFILE #1 **Traditional enterprise user**	PROFILE #2 **Non-traditional enterprise user**
Line of business application access	Crucial	Crucial
Bar code scanning	Intensive	Intensive
Level of device durability required	Rugged — can spend a large part of the day outdoors exposed to the elements	Durable — primarily indoor use
Data/voice requirements	Data access is the priority need, voice is secondary	Data and voice are equal
Device strategy	Devices are in a common pool; workers check devices in and out at the start and end of a shift; users do not expect to be assigned a personal device	Workers expect to be assigned a permanent personal device
Industry/vertical markets	Field sales; field service; merchandising	Small to medium businesses: any business function that can achieve efficiencies with access to real-time data

THE MANY REVENUE OPPORTUNITIES

HARDWARE REVENUE: DEVICES AND ACCESSORIES

The following charts list the available TC55 configurations, as well as the available accessories. For a complete and up-to-date list of all available configurations and accessories for the TC55, please refer to Solution Builder.

TC55 CONFIGURATIONS

NUMBER	FEATURES	DISCOUNT CATEGORY	PRICE
	NA/LATAM ONLY Includes Service from the Start		
TC55AH-J011ES	Android JB Non-GMS, ATT LTE HSPA+ Americas, 802.11abgn + NFC, No scanner, 1GB/8GB, English, 1X Std Battery, Includes Service from the Start	1B	$1,049.00
TC55AH-JC11ES	Android JB Non-GMS, ATT LTE HSPA+ Americas, 802.11abgn + NFC, 1D Linear Imager, 1GB/8GB, English, 1X Std Battery, Includes Service from the Start	1B	$1,149.00
TC55AH-J011EE	Android JB Non-GMS, ATT LTE HSPA+ Americas, 802.11abgn + NFC, No scanner, 1GB/8GB, English, 1.5X Std Battery, Includes Service from the Start	1B	$1,079.00
TC55AH-JC11EE	Android JB Non-GMS, ATT LTE HSPA+ Americas, 802.11abgn + NFC, 1D Linear Imager, 1GB/8GB, English, 1.5X Std Battery, Includes Service from the Start	1B	$1,179.00
	AMERICAS AND BRAZIL ONLY Includes Service from the Start and unique battery label for Brazil		
TC55AH-J011ES-BL	Android JB Non-GMS, ATT LTE HSPA+ Americas+Brazil Unique Battery Label, 802.11abgn + NFC, No scanner, 1GB/8GB, English, 1X Std Battery, Includes Service from the Start	1B	$1,049.00
TC55AH-JC11ES-BL	Android JB Non-GMS, ATT LTE HSPA+ Americas+Brazil Unique Battery Label, 802.11abgn + NFC, 1D Linear Imager, 1GB/8GB, English, 1X Std Battery, Includes Service from the Start	1B	$1,149.00
TC55AH-J011EE-BL	Android JB Non-GMS, ATT LTE HSPA+ Americas+Brazil Unique Battery Label, 802.11abgn + NFC, No scanner, 1GB/8GB, English, 1.5X Std Battery, Includes Service from the Start	1B	$1,079.00
TC55AH-JC11EE-BL	Android JB Non-GMS, ATT LTE HSPA+ Americas+Brazil Unique Battery Label, 802.11abgn + NFC, 1D Linear Imager, 1GB/8GB, English, 1.5X Std Battery, Includes Service from the Start	1B	$1,179.00
	EMEA ONLY Includes Service from the Start		
TC55BH-J011ES	Android JB Non-GMS, HSPA -> EMEA, 802.11abgn + NFC, No scanner, 1GB/8GB, English, 1X Std Battery, Includes Service from the Start	1B	$1,049.00
TC55BH-JC11ES	Android JB Non-GMS, HSPA -> EMEA, 802.11abgn + NFC, 1D Linear Imager, 1GB/8GB, English, 1X Std Battery, Includes Service from the Start	1B	$1,149.00
TC55BH-J011EE	Android JB Non-GMS, HSPA -> EMEA, 802.11abgn + NFC, No scanner, 1GB/8GB, English, 1.5X Std Battery, Includes Service from the Start	1B	$1,079.00
TC55BH-JC11EE	Android JB Non-GMS, HSPA -> EMEA, 802.11abgn + NFC, 1D Linear Imager, 1GB/8GB, English, 1.5X Std Battery, Includes Service from the Start	1B	$1,179.00
	APAC ONLY Does not include Service from the Start		
TC55BH-J011ES-NS	Android JB Non-GMS, HSPA -> APAC, 802.11abgn + NFC, no scanner, 1GB/8GB, English, 1X Std Battery, No Service from the Start	1B	$1,049.00
TC55BH-JC11ES-NS	Android JB Non-GMS, HSPA -> APAC, 802.11abgn + NFC, 1D Linear Imager, 1GB/8GB, English, 1X Std Battery, No Service from the Start	1B	$1,149.00
TC55BH-J011EE-NS	Android JB Non-GMS, HSPA -> APAC, 802.11abgn + NFC, no scanner, 1GB/8GB, English, 1.5X Std Battery, No Service from the Start	1B	$1,079.00
TC55BH-JC11EE-NS	Android JB Non-GMS, HSPA -> APAC, 802.11abgn + NFC, 1D Linear Imager, 1GB/8GB, English, 1.5X Std Battery, No Service from the Start	1B	$1,179.00

TC55 ACCESSORIES

CUSTOMER ORDER P/N	DESCRIPTION	DISCOUNT CATEGORY	PRICE
	CHARGING		
CBL-TC55-CHG1-01	Rugged charging cable for TC55; requires wall adapter PWRS-124306-01R (sold separately)	1A	$35
CRD-TC55-VCD1-01	Vehicle Cradle with suction cup mounting kit for TC55. Accommodates TC55 with our without optional Boot. For vehicle charging, purchase VCA400-01R separately for vehicle charging.	1A	$75
CRDUNIV-55-5000R	5-Slot Charge Only Cradle for TC55. Can charge up to 5 terminals with or without optional boot. Requires PWRS-14000-148C and county specific AC line cord (sold separately).	1A	$350
CUPTC55XX-1000R	TC55 Single Cradle Adapter Cup for use with 5 slot Charging Cradle Base CRDUNIV-XX-5000R (sold separately).	1A	$40
CRDUNIV-XX-5000R	5-Slot Charge Only Cradle; Base only - works with MC40, MC45, and TC55. Must order device specific charging cups, power supply (PWRS-14000-148C) and country specific AC line cord separately.)	1A	$170
25-MCXUSB-01R	Micro USB Cable - for MC40 & TC55	1A	$15
PWRS-124306-01R	ES400/MC40/TC55: Power Supply-100-240 VAC, 5 V, 1.2 A with country specific plugs.	1A	$18
VCA400-01R	Cable Assembly: MC45, ES400, TC55 & MPM Auto Charge (CIG ADAPTER)	1A	$60
PWRS-14000-148C	Power Supply: 100-240 VAC,12VDC,4.16A MOD. For use with ET1, MC40, MC45 and TC55 accessories. Order country specific three wire grounded AC Line Cord separately.	1A	$100
	BATTERIES		
BTRY-TC55-29MA1-01	TC55 1X Battery; 2940MAH Lithium-Ion, Quantity:1	1A	$70
BTRY-TC55-44MA1-01	TC55 1.5X Battery; 4410 MAH Lithium-Ion, Quantity:1	1A	$100
BTRY-TC55-29BR1-01	TC55 1X Brazil Battery; 2960MAH Lithium-Ion, Quantity:1	1A	$75
BTRY-TC55-44BR1-01	TC55 1.5X Brazil Battery; 4410 MAH Lithium-Ion, Quantity:1	1A	$95
KT-TC55-29BTYD1-01	Battery Door for TC55 when using 1X Battery (BTRY-TC55-29MA1-01; sold separately)	1A	$25
KT-TC55-44BTYD1-01	Battery Door for TC55 when using 1.5X Battery (BTRY-TC55-44MA1-01; sold separately)	1A	$35
	MISCELLANEOUS		
SG-TC55-HLSTR1-01	TC55 Holster with magnetic flap; Used with 1X/1.5X Battery and with or without boot. Holster accommodates stylus in upper flap.	1A	$80
SG-TC55-BOOT1-01	TC55 Boot: Blue/Black; Accommodates stylus (KT-TC55-STYLUS1-01; sold separately)	1A	$70
SG-TC55-BOOT2-01	TC55 Boot: Grey/Black; Accommodates stylus (KT-TC55-STYLUS1-01; sold separately)	1A	$70
KT-TC55-STYLUS1-01	Spare stylus with tether for TC55; Quantity: 1	1A	$15
KT-TC55-STYLUS1-03	Stylus with tether for TC55: 3-PACK	1A	$40
KT-TC55-SCRNP1-03	Glossy screen protectors for TC55; 3-PACK	1A	$35

TC55 ACCESSORIES (continued)

CUSTOMER ORDER P/N	DESCRIPTION	DISCOUNT CATEGORY	PRICE
	POWER LINE CORDS		
23844-00-00R	US AC Line Cord, 7.5 feet long, grounded, three wire for power supplies PWRS-14000-148R, PWRS-14000-148C, PWRS-14000-241R, and PWRS-0102246H51R. Associated Countries: United States.	1A	$10
50-16000-219R	AC Line Cord, 1.8M, three wire, grounded BS1363 plug. For power supplies PWRS-14000-148R, PWRS-14000-148C and PWRS-14000-241R. Associated Countries: Hong Kong, Iraq, Malaysia, Singapore, United Kingdom.	1A	$15
50-16000-220R	AC Line Cord, 1.8M, grounded, three wire CEE 7/7plug. For power supplies PWRS-14000-148R, PWRS-14000-148C, and PWRS-14000-241R. Associated Countries: Europe, Abu Dhabi, Bolivia, Dubai, Egypt, Iran, Korea, Russia, and Vietnam.	1A	$10
50-16000-221R	AC Line Cord, 1.8M, grounded, USA NEMA 5-15P. For power supplies PWRS-14000-148R, PWRS-14000-148C, PWRS-14000-241R and PWRS-14000-260R. Associated Country: United States.	1A	$15
50-16000-217R	AC Line Cord, 1.9M, grounded, three wire, AS 3112 plug. For power supplies PWRS-14000-148R, PWRS-14000-148C and PWRS-14000-241R. Associated Country: Australia, China, New Guinea.	1A	$10
50-16000-218R	AC Line Cord, 1.8M, grounded, three wire, NEMA 1-15P plug. For power supplies PWRS-14000-148R, PWRS-14000-148C and PWRS-14000-241R. Associated Countries: Japan.	1A	$10
50-16000-256R	AC Line Cord, 1.8M, grounded, three-wire, CEE7/7 plug. For power supplies PWRS-14000-148R PWRS-14000-148C, and PWRS-14000-241R. Associated Country: Korea.	1A	$10
50-16000-257R	AC Line Cord, 1.8M, grounded, three wire, IEC 60320 C13 plug. For power supplies PWRS-14000-148R PWRS-14000-148C, and PWRS-14000-241R. Associated Country: China.	1A	$10
50-16000-669R	AC Lind Cord, 1.9 M grounded, three wire, BS 546 Plug. For power supplies PWRS-14000-148R, PWRS-14000-148C, and PWRS-14000-241R. Associated Country: India.	1A	$15
50-16000-671R	AC Line Cord, 1.8M grounded, CIE 23-16 plug. For power supplies PWRS-14000-148R, PWRS-14000-148C, and PWRS-14000-241R. Associated Country: Italy.	1A	$15
50-16000-672R	AC Line Cord, 1.9M grounded, three wire, S132 Plug. For power supplies PWRS-14000-148R, P WRS-14000-148C, and PWRS-14000-241R. Associated Country: Israel.	1A	$15
50-16000-678R	AC Line Cord, 36"L grounded, three wire. For power supplies PWRS-14000-148R, PWRS-14000-148C, and PWRS-14000-241R. Associated Country: United States.	1A	$10

SOFTWARE REVENUE

Application development and integration provides an additional revenue opportunity. Many customers will require the development of new end-user or other supporting software, as well as the ability to extend existing business applications to the TC55. As a result, software partners will have the opportunity to develop and integrate a range of vertical Android applications, including applications for field service/sales, asset management, routing and scheduling, fleet management, general SMB and more.

Applications developed using the RhoMobile Suite framework are capable of running on multiple Motorola devices in addition to the TC55 such as the MC9190-G, MC67 and ET1. Your applications can look, feel and act the same on every device and can take advantage of any feature on any device. By supporting more devices and more operating systems, you'll leverage your development investment, and be able to sell more copies of your application, as well as more devices.

INTEGRATION AND ENHANCED SERVICES REVENUE

Leveraging your services portfolio with Motorola's Enterprise Mobility Services as part of the complete solution provides you with a significant opportunity to earn more revenue and increase your profit margin. Motorola's flexible services are structured to allow for a seamless lifecycle model, fostering complete customer satisfaction and reduced overall service delivery costs. In addition, they deliver ongoing support and maintenance post deployment, helping to ensure maximum uptime and peak system performance for your customers. If you do not offer these services yourself, you have an opportunity to leverage and resell Motorola's Enterprise Mobility Services to help ensure your customers get the services they need — when and where they need them.

Your own experience, coupled with industry research shows that customers are more likely to select service plans when they're bundled up front with a hardware quote as part of a complete solution. As our partner in selling Motorola products, it can benefit you, as well as your customer, to include Motorola's exceptional services into each sale. There's no better way to give your customers total service peace of mind by helping to ensure their investment is protected.

QUALIFYING YOUR CUSTOMER

The following questions will help uncover underlying needs that can be addressed with the TC55:

UNCOVER THE OPPORTUNITY AND AREAS WHERE THE STRENGTHS OF THE TC55 ARE KEY SELLING POINTS:

- Have you considered consumer smartphones for your customer facing workforce, and if so:
  - Are you concerned about product lifecycle?
  - Are you concerned about durability of the device?
  - Are you concerned about data security?
  - Are you concerned about how IT will manage these devices?
  - Are you concerned about who will support the hardware, OS and software?
- In what type of environmental conditions will the devices be used? Is sealing important?
- Are device size and weight important? Do some enterprise mobile computers seem too cumbersome or 'outdated' for customer-facing applications?
- Would you like to be able to take advantage of all the benefits of the Android operating system, but are too concerned about application compatibility, security, device management and the ability to utilize an enterprise-class feature set?
- Is battery life a factor? Would you like a user-replaceable battery?
- Do workers need to be able to view the screen outdoors? In bright sunlight?
- Would you like workers to share a pool of devices? Would you like to limit access to applications and data based on the specific job functionality of each user?
- Do workers need to capture images or documents? Do they need to scan bar codes?
- What bar code symbologies do you need to support? Do you need to support 2D symbologies now or in the future? *(Note: the TC55 offers a high performance 1D linear imager and high performance 1D/2D imaging via the RS507 Bluetooth ring-style scanner; in addition, occasional 1D/2D scanning is supported via the color camera)*

- Could GPS location-based applications improve the utilization of mobile worker and vehicles?
- Are drivers often in dense urban areas remote locations, areas with dense foliage or other places that typically have weak signals?
- Do you have a mix of Motorola mobile computers (i.e. ET1, MC75A, MC2100) deployed in your organization? Would you like a cross-platform application development platform that lets you extend applications to these different devices without having to develop and maintain multiple application versions?
- Are you concerned that your IT staff will be overburdened with supporting a new mobility deployment? Will you have mobile computers installed at multiple locations? Would you appreciate a centralized, 'hands-off' way to stage, update, manage and troubleshoot your mobile devices?

QUESTIONS FOR FIELD SALES OPPORTUNITIES:

- Would the productivity and effectiveness of your field force be improved with the ability to review pricing, check inventory, track orders and access CRM/SFA data from the customer site?
- Would you like to speed up order processing with electronic purchase orders, including electronic signature capture?
- Would you like to equip your sales personnel with a modern device that looks like today's popular smartphones?
- Could GPS functionality help your field force find the most direct route to their next customer visit?

QUESTIONS FOR FIELD SERVICE OPPORTUNITIES:

- Do your field service employees have to manage/wear multiple devices, such as cell phones, laptops, scanners, printers, digital cameras and two-way radios?
- Would you like to close out your work tickets faster, complete with electronic proof of completion — including an automatic time and location stamp as well as a signature and even a photograph of the equipment or other asset that was serviced?
- Do your field crews need access to service history or service level agreements?
- Do your field crews need to order inventory or transfer assets between trucks?
- Would you like to equip your service personnel with a modern device that looks like today's popular smartphones?
- Do you need to know where your crews and equipment are throughout the day to improve first time call resolution, response time and crew utilization?

QUESTIONS FOR POSTAL/DELIVERY OPPORTUNITIES:

- Do managers/dispatch have difficulties distributing route updates/new orders to drivers?
- Would the productivity and effectiveness of your field force be improved with the ability to confirm delivery and document damage right from the customer site?
- Would you like to speed up billing cycles with electronic invoicing, including electronic signature capture?
- Could GPS location-based applications improve utilization of drivers and vehicles?

QUESTIONS FOR SERVICE OPPORTUNITIES:

- What level of post-sales service and support do you expect?
- Is turnaround time flexible? Is cost more important than turnaround time?
- What is the impact of downtime on your business?
- Do you regularly download software updates for your devices?
- Do you have the resources to manage and control how and when your device software is updated to help ensure your devices are functioning optimally and securely?
- If we could offer you a service plan that covers your TC55 investment from accidental breakage for a one-time upfront cost, would you be interested?

MOTOROLA GLOBAL SERVICES

As our partner in selling Motorola products, you can benefit from offering your customers a complete solution that includes Enterprise Mobility Services. Selling services up front with the product results in a higher attachment rate. In addition, it provides a unique opportunity to increase your profit margin while providing a renewable revenue stream for your business.

Motorola's flexible, channel-ready services are designed to give your customers the services they need — when and where they need them. In addition, Enterprise Mobility Services benefit your customers' businesses by:

- Providing expert product repair and telephone technical support
- Helping to ensure they get the most value from their Motorola investment
- Protecting their investment in our technology

SUPPORT SERVICES FOR THE TC55

Motorola's Support Practice includes the complete Support Services portfolio of traditional "break/fix" services, including Service from Start with Comprehensive Coverage through the software support programs.

Seamless integration with Motorola's Support Services team helps ensure ongoing support for your customer's complete solution. Our experienced support engineers are available to assist customers with problem diagnosis and resolution — helping to ensure their mission-critical systems are always up and running at peak performance.

Every TC55 configuration includes two years of Service from the Start coverage at no extra cost. This support program provides an added level of support well beyond Motorola's standard warranty, as well as beyond the service plans typically available for consumer devices. Service from the Start covers normal wear and tear with a 3-day repair turnaround time, as well as technical support and software updates. Customers interested in a plan that covers accidental breakage can upgrade to Service from the Start – Bronze with Comprehensive Coverage. For customers who cannot afford equipment downtime, upgrade to Service from the Start with Advance Exchange Support to receive coverage for accidental breakage as well as next-business-day dispatch of a replacement device.

The following support services are available to keep the TC55 operating at peak performance throughout its lifecycle:

ENTERPRISE MOBILITY SERVICES	SERVICE DESCRIPTION	TIME OF PURCHASE	LENGTH OF COVERAGE	SERVICE PART NUMBER
Service from the Start* *(NOTE: this service does not include Comprehensive Coverage)*	• Two years of coverage at a one-time cost • Covers: – Normal wear and tear – Note: Does NOT include comprehensive coverage or external components damaged through accidental breakage such as displays or cracked housings • Depot repair with 3-day in-house turnaround time • Full access to technical support resources • Rights to download and use software releases and supporting documentation	Included as part of hardware configuration	Two years	Included with every TC55
Service from the Start – Bronze with Comprehensive Coverage (UPGRADE)	• To be purchased as an upgrade to the Service from the Start offer included in select configurations • Multiple years of seamless coverage at a one-time cost • Covers: – Normal wear and tear – Internal and external components damaged through accidental breakage – Select accessories that ship together with Motorola's TC55 touch computers • Includes styluses, screen protectors, hand straps and battery doors (where applicable) • Bronze level service provides depot repair with 3-day in-house turnaround time • Automatic application of engineering changes • Full access to technical support resources • Rights to download and use software releases and supporting documentation	Up front with the hardware (prepaid) or within 30 days thereafter	Two years Three years	SSBL-TC55XX-20 SSBL-TC55XX-30

ENTERPRISE MOBILITY SERVICES	SERVICE DESCRIPTION	TIME OF PURCHASE	LENGTH OF COVERAGE	SERVICE PART NUMBER
Service from the Start with Advance Exchange Support (UPGRADE)	• To be purchased as an upgrade to Service from the Start offer included in select configurations • Next-business-day dispatch of replacement device • Includes Comprehensive Coverage • Full access to technical support resources • Rights to download and use software releases and supporting documentation	Included as part of hardware configuration	Two years	Included with every TC55
Service from the Start – Bronze with Comprehensive Coverage	• To be purchased where Service from the Start offer is not included in configurations • Multiple years of seamless coverage at a one-time cost • Covers: – Normal wear and tear – Internal and external components damaged through accidental breakage – Select accessories that ship together with Motorola's TC55 touch computers • Includes styluses, screen protectors, hand straps and battery doors (where applicable) • Bronze level service provides depot repair with 3-day in-house turnaround time • Automatic application of engineering changes • Full access to technical support resources • Rights to download and use software releases and supporting documentation	Up front with the hardware (prepaid) or within 30 days thereafter	Three years	SSB-TC55XX-30
Service from the Start with Advance Exchange Support	• To be purchased where Service from the Start offer is not included in configurations • Next-business-day dispatch of replacement device • Includes Comprehensive Coverage • Full access to technical support resources • Rights to download and use software releases and supporting documentation	Up front with the hardware (prepaid) or within 30 days thereafter	Three years	SSB-TC55XX-30
Service Center Support – Bronze *(NOTE: this service does not include Comprehensive Coverage)*	• To be purchased either post warranty or after 30 days from HW purchase where Service from the Start offer is not included in the configurations • Covers normal wear and tear • Includes all materials, parts and labor • Depot repair with 3-day in-house turnaround time • Full access to technical support resources • Rights to download and use software releases and supporting documentation	Any time	One year	SCB-TC55XX-10
Service Center Support with Advance Exchange Support	• To be purchased either post warranty or after 30 days from HW purchase where Service from the Start offer is not included in the configurations • Next-business-day dispatch of replacement device • Includes Comprehensive Coverage • Full access to technical support resources • Rights to download and use software releases and supporting documentation	Any time	One year	AXB-TC55XX-10

*Availability varies by country

NOTE: please refer to Solution Builder for the most up-to-date information, including global pricing.

You have an excellent opportunity to up sell Service from the Start programs with the TC55. Service from the Start programs provide enhanced support for your customers' critical mobility operations. Customers can pay "a little now" for extended services or pay "a lot later" in the event of a repair and lost downtime.

SALES TOOLS

This section details the product classification, where you can find additional information, available training and certification programs, and dates of availability.

KEY DATES

- 4G/HSPA+: September 30, 2013
- LTE/GSM for North America: Nov 13, 2013

SALES AND REFERENCE MATERIALS

For the latest information and sales support materials, please visit the following resources:

Partner Central:

https://partnercentral.motorolasolutions.com

TC55 Product Home:

http://www.motorolasolutions.com/tc55

Enterprise Mobility Services:

Public:
http://www.motorolasolutions.com/enterprise/services

Partners:
https://partnercentral.motorolasolutions.com/product_services/services/index.aspx

Learning Portal:

http://my.mot-solutions.com/portal/site/mu

Solution Builder:

https://solutionbuilder.motorolasolutions.com

PRODUCT CLASSIFICATION AND CERTIFICATION

The TC55 is a **Class 3 product**. Partners that meet this segmentation designation have authorization to sell the device. While training and certification are not required, free online training is available online along with additional marketing collateral to support your TC55 sales opportunities.

PRODUCT TRAINING

There are two courses available on the learning portal at http://learning.motorolasolutions.com.

Both are online courses that take approximately an hour to complete. Both courses include an online exam.

MBC2005 - Sales Enablement for TC55

Course Description: This course is designed to provide sales personnel a sales overview of the TC55 mobile computing product. The course defines TC55's key features, positioning, benefits, capabilities, and target applications. Major sales concepts covered include: "What Business Problems are Solved", "Key Selling Points", "ROI and TCO", "Service and Support Options" and how to "Differentiate" this product from our competition.

Audience: Sales personnel

MBC2006: Technical Enablement for TC55

Course description: This course is designed to provide technical personnel a technical overview of the TC55 mobile computing product. Major topics covered include: Product Overview, Technical Specifications, Applications, Application Development, Operating System, Installation, Configuration, Booting Sequences, General Operation, Maintenance and Basic Troubleshooting.

Audience: General technical personnel

WHY MOTOROLA SOLUTIONS

On any given day, every moment matters to someone, somewhere. And every moment, Motorola Solutions' innovations, products, and services play essential roles in people's lives.

We help firefighters see around buildings and police officers see around street corners. We make supply chains visible to retailers and entire power grids visible to utility workers. We provide the situational awareness first responders need when a moment brings catastrophe. And we help companies deliver shipments at the moment they're promised.

We do this by connecting them to seamless communication networks, applications and services, by providing them with real-time information, and by arming them with intuitive, nearly indestructible handheld devices.

We help people be their best in the moments that matter. This is our purpose.

CONTACT INFORMATION

For more information on the TC55, the personal touch computer built for business, please contact us at 1.800.722.6234 or +1.631.738.2400, or visit us on the web at: www.motorolasolutions.com/tc55

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